



Author Academy eCourse Video 1 Exercise 3

Get clarification around your book topic

Step 1. Set a timer for 30 minutes – make sure you will not be interrupted by anyone or anything.

Grab a notepad and pen (this works best done by hand not computer).

Close your eyes and think of your ideal reader. See him or her sitting in your lounge room with you, asking for your help. Take a minute to bring that vision in front of you. Listen to what this person is saying to you, what is their problem? What are you saying to help them overcome this problem?

Now, open your eyes and write down the following sentence starter:

My book helps _____ (describe your ideal reader) to _____ (list problem you solve in your book) so that they can _____ (the ultimate benefit of solving the problem).

Example:

- My book helps small business owners spot great candidates during the first 10 minutes of a job interview so that they can build a dependable and productive team.
- My book helps new coaches who hate selling to attract new clients confidently so that their coaching business becomes profitable in 90 days or less.

This sentence is called the problem/benefit statement for your book. This one sentence statement clarifies your book topic and gives you a sense of direction. We will discover the next step to this exercise in video 3.

